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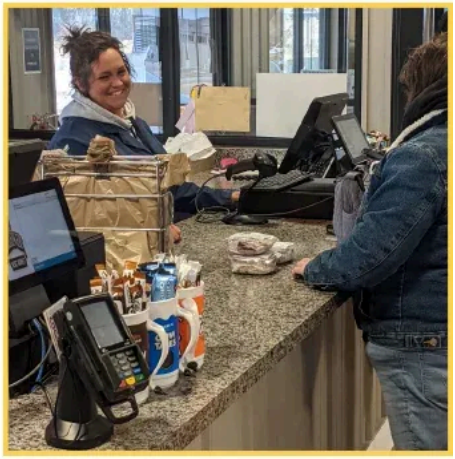
EXATOUCH SUCCESS STORY

Exatouch POS Helps Heffelfinger's Meats, Inc. Expand

Heffelfinger's Meats, Inc. launched a new retail location with Exatouch POS ready to go from the jump. See how the system helped achieve success.







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Heffelfinger's Meats, Inc.

About Heffelfinger's Meats, Inc.

Heffelfinger's Meats, Inc. is a family-owned wholesale and retail meat market. Originally opened in 1934, Heffelfinger's built its brand by delivering wholesale products throughout the Cleveland, Columbus, Akron, and Canton areas from its main plant in Jeromesville.

Since its founding, Heffelfinger's has grown into Ohio State's largest red meat provider and expanded its presence with a small market at its main plant and, in 2021, a larger retail store in Ashland.

Expanding with a New POS System

Opening the larger operation in Ashland meant looking for new payment processing solutions to support a growing business. Luckily, Heffelfinger's had recently started working with Electronic Payments in June 2021, when they purchased Exatouch POS for their small Jeromesville store.

Business owner, Rick Heffelfinger, made this change in order to prepare for a POS System in his new retail location in Ashland that was opening in November of 2021. He had clear criteria for the store's point of sales system: efficiency, ease of use, and local support. The search to fill those criteria led Rick to Epic Payment Systems and Exatouch.

Rick appreciated how easy the system was to operate and the thoroughness of the training and support system, including onsite training, system installation and the Tech Support team's quick response time.

After successful integration at the Jeromesville store in June 2021, Heffelfinger's was ready to launch the new Ashville store in December, using Exatouch from the jump.

The Results: Life with Exatouch

> ***“The installation went smoothly," says Rick. "The system was installed and ready to use when the store opened. We provided a spreadsheet to import inventory that required little tweaking prior to going live.”***

Staff at the Jeromesville location adapted quickly to the new POS and Exatouch's support features made the Ashville launch a success:

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> ***"The training for new employees is painless," says Rick. "The system is very easy to learn and use."***

For any issues that did arise, Rick found quick resolution with EPI's 24/7 Tech Support team.

> ***"They're a phone call away, and in less than five minutes, they've resolved any issues... Love the ability to have a support team remote into the system."***

Some of Exatouch's other best-loved features at Heffelfinger's include efficient end of day reporting, eGiftSolutions compatibility for gift cards, and improved ability to update price points, inventory and last minute sales and promotions.

Best of all, Exatouch's fast checkout processing has helped Heffelfinger's go beyond for their customers: "We spend less time ringing a sale up and more time assisting customers in their selections."

See how Exatouch can help you simplify operations, improve the customer experience, and grow your business.